



WEWS

# ORDER

Flight Dates **10/15/12-10/24/12**

Contract / Revision      **314569 /**      **NRSC & Authorized by Mandel For**

Original Date / Revision  
10/12/12    10/24/12

Advertiser **NRSC - Mandel / Republican**  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Agency    **Strategic Media Services**

Buying Contact  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Product  
**NRSC & Authorized by Mandel For**  
Agency Com    15%  
Billing Contact  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00  
Estimate #           **10.15 to 10.23.12**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           CAND  
Product Codes   PL  
Priority               P-2  
Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 86600

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	82	\$73,610.00	\$86,600.00	0.00	10/01/12	10/24/12	82	\$73,610.00	\$86,600.00
<b>Totals</b>	<b>82</b>	<b>\$73,610.00</b>	<b>\$86,600.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/15/12	10/23/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					6	\$650.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$650.00		0.00			
N 2	WEWS	10/15/12	10/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	9	\$6,300.00



**WEWS**

Print Date: 10/25/12

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Contract / Revision      **314569**      Flight Dates **10/15/12-10/24/12**

Hiatus Dates

Original Date / Revision    10/12/12/    10/24/12

Order Sep    00:20:00

Advertiser    **NRSC - Mandel / Republica**    Product **NRSC & Authorized by Man**    Estimate #    **10.15 to 10.23.12**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/15/12	10/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	9	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					6	\$700.00		0.00			
Week:		10/22/12	10/28/12	MT-----					3	\$700.00		0.00			
N 3	WEWS	10/15/12	10/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					4	\$650.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$650.00		0.00			
N 4	WEWS	10/15/12	10/23/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					2	\$350.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$350.00		0.00			
N 5	WEWS	10/15/12	10/23/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$1,000.00		0.00			
N 6	WEWS	10/15/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-WT---					2	\$650.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$650.00		0.00			
N 7	WEWS	10/15/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 8	WEWS	10/15/12	10/23/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-T-----					1	\$1,000.00		0.00			
N 9	WEWS	10/15/12	10/23/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	4	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-W-F--					3	\$900.00		0.00			
Week:		10/22/12	10/28/12	-T-----					1	\$1,000.00		0.00			
N 10	WEWS	10/15/12	10/23/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$1,200.00		0.00			
N 11	WEWS	10/15/12	10/23/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-T---					2	\$1,800.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$1,800.00		0.00			



**WEWS**

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Contract / Revision     **314569**     Flight Dates **10/15/12-10/24/12**

Hiatus Dates

Original Date / Revision   10/12/12/   10/24/12

Order Sep   00:20:00

Advertiser   **NRSC - Mandel / Republica**   Product **NRSC & Authorized by Man**   Estimate #   **10.15 to 10.23.12**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WEWS	10/15/12	10/23/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WEWS	10/22/12-10/28/12		M-F 6-630p News		6-630p	MT-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
Credited [Flight over 10.23.12]															
N 12	WEWS	10/15/12	10/23/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWT---	3		\$1,200.00		0.00						
Week:		10/22/12	10/28/12	MT-----	2		\$1,200.00		0.00						
N 13	WEWS	10/15/12	10/23/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-TF--	4		\$1,200.00		0.00						
Week:		10/22/12	10/28/12	MT-----	1		\$1,200.00		0.00						
N 14	WEWS	10/15/12	10/23/12	M-SU 11-1135P Late News M-SU 11-1135P Late Nev	CM	11-1135p	MTWTF-S	:30	5	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$2,400.00		0.00						
Week:		10/22/12	10/28/12	MT-----	2		\$2,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WEWS	10/22/12-10/28/12		M-SU 11-1135P Late News		11-1135p	MT-----	:30		<del>(\$2,400.00)</del>		0.00	NM		
Credited [Flight over 10.23.12]															
N 15	WEWS	10/15/12	10/23/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,400.00		0.00						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
N 16	WEWS	10/15/12	10/23/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$700.00		0.00						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
N 17	WEWS	10/15/12	10/23/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$600.00		0.00						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
N 18	WEWS	10/15/12	10/23/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$900.00		0.00						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
N 19	WEWS	10/15/12	10/23/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,200.00		0.00						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						



**WEWS**

Print Date: 10/25/12

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Contract / Revision      **314569**      Flight Dates **10/15/12-10/24/12**

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Order Sep   00:20:00

Advertiser   **NRSC - Mandel / Republica**   Product **NRSC & Authorized by Man**   Estimate #   **10.15 to 10.23.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N20	WEWS	10/15/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$1,000.00		0.00			
N21	WEWS	10/15/12	10/23/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					2	\$550.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N22	WEWS	10/15/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					2	\$1,600.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N23	WEWS	10/15/12	10/24/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	--W----					1	\$1,200.00		0.00			
N24	WEWS	10/15/12	10/24/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	--W----					1	\$3,000.00		0.00			
<b>Totals</b>														<b>82</b>	<b>\$86,600.00</b>